

# **ENTREPRENEURSHIP**

## **Course Frameworks**

**Course Code: 04111**



**North Dakota Marketing Education**  
State Board for Career and Technical Education

<b>Course Title</b>	<b><i>Entrepreneurship</i></b>
<b>MIS03 Course #</b>	<b>04111</b>
<b>License Code</b>	<i>An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.</i>
<b>Description</b>	<i>Entrepreneurship</i> , which emphasizes planning and organizational processes integral to the start-up of new ventures, focuses on the continued development of students' small businesses. Students complete such tasks as: identifying resources necessary for business operations; developing personnel organizational plans; selecting sources of financing for their new ventures; completing loan applications; preparing pro forma financial statements; developing channel-management strategies; identifying key performance indicators; and developing detailed business plans. Communication skills, economics, emotional intelligence, human resources management, information management, marketing-information management, pricing, and product/service management are also addressed.
<b>Performance Indicators</b>	63
<b>Credit</b>	½ or One credit
<b>Program of Study</b>	<i>Entrepreneurship</i> is an advanced course for the Business Administration Program of Study for Marketing Education
<b>Grade Level</b>	10-12

<b>Week 1</b>	
	<p>Explain the goals of the <i>Entrepreneurship</i> course</p> <p>Discuss classroom operations and procedures</p> <p>Discuss the purposes of CTSO and its activities</p> <p>Explain the nature of business plans (SM:007, SM LAP 1) (MN) (pp. 5-4 — 5-5)</p>
<b>Week 2</b>	
	<p>Explain the nature of business plans (SM:007, SM LAP 1) (MN) [cont'd] (pp. 5-4 — 5-5)</p> <p>Explain external planning considerations (SM:011) (MN) (pp. 5-6 — 5-7)</p>
<b>Week 3</b>	
	<p>Assess the need to use external resources for concept development (EN:012) (ON) (pp. 5-11 — 5-12)</p> <p>Describe the nature of business records (NF:001, NF LAP 1) (SP) (pp. 5-13 — 5-14)</p>
<b>Week 4</b>	
	<p>Identify industry/economic trends that will impact business activities (IM:363) (MN) (pp. 5-15 — 5-16)</p> <p>Describe the nature of taxes (EC:072) (SP) (pp. 5-17 — 5-18)</p>
<b>Week 5</b>	
	<p>Describe the economic impact of inflation on business (EC:083) (SP) (pp. 5-22 — 5-23)</p> <p>Explain the economic impact of interest-rate fluctuations (EC:084) (SP) (pp. 5-24 — 5-25)</p>
<b>Week 6</b>	
	<p>Determine the impact of business cycles of business activities (EC:018, EC LAP 9) (SP) (pp. 5-26 — 5-27)</p> <p>Describe small-business opportunities in international trade (EC:066) (SP) (pp. 5-28 — 5-29)</p>
<b>Week 7</b>	
	<p>Analyze market needs and opportunities (IM:302) (MN) (pp. 5-30 — 5-31)</p> <p>Explain the nature of product/service branding (PM:021, PM LAP 6) (SP) (pp. 5-32 — 5-33)</p>

<b>Week 8</b>	
	<p>Develop positioning concept for a new product idea (PM:228) (SP) (pp. 5-34 — 5-35)</p> <p>Communicate core values of product/service (PM:214) (SP) (pp. 5-36 — 5-37)</p>
<b>Week 9</b>	
	<p>Identify product's/service's competitive advantage (PM:246) (SP) (pp. 5-38 — 5-39)</p> <p>Explain the nature of corporate branding (PM:206, PM LAP 10) (SP) (pp. 5-40 — 5-41)</p>
<b>Week 10</b>	
	<p>Estimate market share (IM:350) (MN) (pp. 5-42 — 5-43)</p> <p>Develop channel-management strategies (CM:014) (MN) (pp. 5-44 — 5-45)</p>
<b>Week 11</b>	
	<p>Establish pricing objectives (PI:044) (MN) (pp. 5-46 — 5-47)</p> <p>Identify strategies for pricing new products (for imitative new products, for innovative new products) (PI:020) (MN) (pp. 5-48 — 5-49)</p>
<b>Week 12</b>	
	<p>Select product-mix pricing strategies (product line, option-product, captive-product, by-product, product bundle) (PI:021) (MN) (pp. 5-50 — 5-51)</p> <p>Determine discounts and allowances that can be used to adjust base prices (PI:022) (MN) (pp. 5-52 — 5-53)</p>
<b>Week 13</b>	
	<p>Use psychological pricing to adjust base prices (PI:005) (MN) (pp. 5-54 — 5-55)</p> <p>Select promotional pricing strategies used to adjust base prices (PI:023) (MN) (pp. 5-59 — 5-60)</p>
<b>Week 14</b>	
	<p>Develop a personnel organizational plan (MN:042) (MN) (pp. 5-61 — 5-62)</p> <p>Explain considerations in making the decision to hire staff (EN:018) (ON) (pp. 5-63 — 5-64)</p>

<b>Week 15</b>	
	<p>Discuss factors that impact human resources management (e.g., availability of qualified employees, alternative staffing methods, employment laws/regulations, company policies/procedures, compensation and benefit programs, staff diversity, etc.) (HR:415) (SP) (pp. 5-65 — 5-66)</p> <p>Describe planning techniques used in the hiring process (e.g., succession planning, forecasting, etc.) (HR:416) (SP) (pp. 5-67 — 5-68)</p>
<b>Week 16</b>	
	<p>Determine hiring needs (HR:353) (SU) (pp. 5-69 — 5-70)</p> <p>Develop job descriptions (HR:495) (MN) (pp. 5-71 — 5-72)</p>
<b>Week 17</b>	
	<p>Identify capital resources needed for the venture (EN:020) (ON) (pp. 5-73 — 5-74)</p> <p>Establish specifications for selecting hardware/software systems (NF:091) (MN) (pp. 5-75 — 5-76)</p>
<b>Week 18</b>	
	<p>Determine venture's information technology needs (NF:012) (MN) (pp. 5-78 — 5-79)</p> <p><b>Semester Exam</b></p>
<b>Week 19</b>	
	<p>Select vendors (OP:161) (SP) (pp. 5-80 — 5-81)</p> <p>Assess the costs/benefits associated with resources (EN:021) (ON) (pp. 5-82 — 5-83)</p>
<b>Week 20</b>	
	<p>Use external resources to supplement entrepreneur's expertise (EN:022) (ON) (pp. 5-84 — 5-85)</p> <p>Explain the purposes and importance of obtaining business credit (FI:023) (ON) (pp. 5-86 — 5-87)</p>
<b>Week 21</b>	
	<p>Determine financing needed to start a business (FI:036) (ON) (pp. 5-88 — 5-89)</p> <p>Determine financing needed for business operations (FI:043) (ON) (pp. 5-90 — 5-91)</p>

<b>Week 22</b>	
	Identify risks associated with obtaining business credit (FI:041) (ON) (pp. 5-92 — 5-93) Explain sources of financial assistance (FI:031) (ON) (pp. 5-94 — 5-95)
<b>Week 23</b>	
	Describe the nature of income statements (FI:094, FI LAP 4) (SP) (pp. 5-96 — 5-97) Develop a pro forma income statement (FI:510) (MN) (pp. 5-100 — 5-101)
<b>Week 24</b>	
	Describe the nature of cash flow statements (FI:091, FI LAP 6) (SP) (pp. 5-102 — 5-103) Prepare a pro forma cash flow statement (FI:602) (MN) (pp. 5-107 — 5-108)
<b>Week 25</b>	
	Explain the nature of balance sheets (FI:093) (SP) (pp. 5-109 — 5-110) Prepare a pro forma balance sheet (FI:511) (MN) (pp. 5-115 — 5-116)
<b>Week 26</b>	
	Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.) (SM:027) (MN) (pp. 5-117 — 5-118)
<b>Week 27</b>	
	Develop action plans (SM:012) (ON) (pp. 5-119 — 5-120)
<b>Week 28</b>	
	Write executive summaries (CO:091) (SP) (pp. 5-121 — 5-122) Develop business plan (SM:013, SM LAP 2) (ON) (pp. 5-123 — 5-124)
<b>Week 29</b>	
	Develop business plan (SM:013, SM LAP 2) (ON) [cont'd] (pp. 5-123 — 5-124)
<b>Week 30</b>	
	Develop business plan (SM:013, SM LAP 2) (ON) [cont'd] (pp. 5-123 — 5-124) Give elevator pitch (EI:093) (SP) (pp. 5-131 — 5-132)

<b>Week 31</b>	
	Develop critical banking relationships (FI:039) (ON) (pp. 5-133 — 5-134) Explain loan evaluation criteria used by lending institutions (FI:034) (ON) (pp. 5-135 — 5-136)
<b>Week 32</b>	
	Complete loan application package (FI:033) (ON) (pp. 5-137 — 5-138) Persuade others (EI:012, QS LAP 10) (SP) (pp. 5-139 — 5-140)
<b>Week 33</b>	
	Demonstrate negotiation skills (EI:062; QS LAP 3, EI LAP 8) (SP) (pp. 5-141 — 5-142) Negotiate lease or purchase of facility (OP:028) (MN) (pp. 5-147 — 5-148)
<b>Week 34</b>	
	Explain the nature of risk management (FI:084, FI LAP 8) (SP) (pp. 5-149 — 5-150) Obtain insurance coverage (FI:082) (ON) (pp. 5-157 — 5-158)
<b>Week 35</b>	
	Describe crucial elements of a quality culture (OP:019) (SP) (pp. 5-159 — 5-160) Describe the role of management in the achievement of quality (OP:020) (MN) (pp. 5-161 — 5-162)
<b>Week 36</b>	
	Develop strategies to market an organization to potential employees (MK:021) (MN) (pp. 5-163 — 5-164) Course Assessment <b>Final Exam</b>